

2016 Annual EEO Public File Report

WSMI, WSMI-FM, WAOX

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WSMI, Litchfield, IL; WSMI-FM, Litchfield, IL; WAOX, Staunton, IL and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning August 1, 2015 through July 31, 2016. (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of full-time positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer and reported to work. The Ag Reporter position is being reported on this year’s report. The job has been accepted and the Ag Reporter will report to work on August 10, 2015. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to
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Covering the Period from August 1, 2015 to July 31, 2016.
Stations Comprising Station Employment Unit: WSMI, WSMI-FM, WAOX

Section 1: Vacancy Information

There were three full time vacancies filled during the August 1, 2015 to July 31, 2016 period.

There were five applicants interviewed for the Outside Sales position. The recruitment source of the person hired for the position was internal. The applicant was working as an independent contractor at our stations and had developed very good working relationships with clients. She was contacted for an interview when there was a vacancy.

There were five applicants interviewed for the News Anchor / Reporter position. The recruitment source of the person hired for the position was an internal job posting. Our Copywriter was promoted to the position.

There were five applicants interviewed for the Commercial Copywriter. The recruitment source of the person hired for the position was an announcement on our radio station.

The total number of applicants interviewed for full time vacancies filled during the covered period was fifteen.

Appendix 2 to

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Section 2: Recruitment Source Information

Recruitment Source (Name, Address, contact person, Telephone number)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for which This Source Was Utilized
Bradley University Smith Career Center 1501 West Bradley Ave Peoria, IL 61625 Luan Railsback 309-677-2515	0	Outside Sales
Broadcast Center Placement Director 2360 Hampton St. Louis, MO 63139 Kara Savio (Fax) 314-647-1575 314-647-8181	0	
Brown College 1440 Northland Drive Mendota Heights, MN 55120 Paul Kraimer 651-905-3400 (Fax) 651-905-3550	0	
Eastern Illinois University Career Services 1300 Human Services Bld. 600 Lincoln Avenue Charleston, IL 61920-3099 Jan Stevens 217-581-2412	0	

<p>Illinois Broadcasters Association 200 Missouri Avenue Carterville, IL 62918 Debra Gray</p> <p>217-793-2636</p>	<p>2</p>	<p>Commercial Copywriter News Anchor / Reporter</p>
<p>Illinois News Broadcasters Association c/o WIUM-FM News 1 University Circle Macomb, IL 61455</p> <p>Mr. Bob Roberts borowmag@aol.com</p>	<p>0</p>	<p>News Anchor / Reporter</p>
<p>Illinois State University Career Center Campus Box 2520 Normal, IL 61790</p> <p>Stephen Cantine 309-438-2200</p>	<p>0</p>	<p>Commercial Copywriter</p>
<p>Iowa Wesleyan 601 North Main Mt. Pleasant, Iowa 52641</p> <p>Heidi Seegers</p> <p>319-385-6375 (Fax) 319-385-6296</p>	<p>0</p>	
<p>Job Fairs</p>	<p>0</p>	
<p>Lakeland College Career Services 5001 Lake Land Blvd. Mattoon, IL 61938</p> <p>Ms. Tina Moore 217-234-5288 (fax) 217-234-5417</p>	<p>0</p>	<p>Commercial Copywriter</p>

<p>Lewis & Clark Community College 5800 Godfrey Road Baldwin Room 2418 Godfrey, IL 62035</p> <p>Mr. Mike Lemons 618-468-4940 Career Services 618-468-5500 800-642-1794</p>	<p>0</p>	
<p>Lincoln Land Community College 5250 Shepherd Road Springfield, IL 62702</p> <p>Mary Beth Ray 800-727-4161</p>	<p>0</p>	
<p>National Association of Farm Broadcasting 1100 Platte Falls Road P.O. Box 500 Platte City, MO 64079</p> <p>Aaron Corbert 816-431-4032</p>	<p>0</p>	
<p>North Central College Career Services 30 North Brainard St. Naperville, IL 60540</p> <p>Mr. Jeff Denard 630-637-5142 (fax) 630-637.5146</p>	<p>0</p>	
<p>Northland Technical College 1101 Highway 1 East Thief River Falls, MN 56701</p> <p>Dean Dalen 218-683-8560 (Fax) 218-681-0774</p>	<p>0</p>	
<p>Ohio & Illinois Centers For Broadcasting 55 W. 22nd St. Ste 240 Lombard, IL 60148</p> <p>Jill Urchak (FAX) 630-916.1764</p>	<p>0</p>	

<p>Job Center 11006 Airport Trail Litchfield, IL 62056</p> <p>Illinois Job Bank</p> <p>217-324-2138 (fax) 217-324-2793</p>	0	<p>Commercial Copywriter Outside Sales</p>
<p>Word of Mouth / Staff Referrals/ Internal Job Posting</p>	3	<p>Outside Sales News Anchor / Reporter</p>
<p>Quincy College 1800 College Ave Quincy, IL 62301</p> <p>Ms. Kristen Liesen</p> <p>(FAX)217-228-5649 217- 228-5240</p>	0	
<p>Unsolicited / Unknown</p>	2	<p>Outside Sales Commercial Copywriter</p>
<p>Southern Illinois University Carbondale Career Services Woody Hall B204 900 S. Normal Ave. Carbondale, IL 62901-4703</p> <p>Michelle Garrett 618-453-2391</p>	0	<p>Outside Sales Commercial Copywriter</p>
<p>Southern Illinois University Edwardsville Career Development Center Campus Box 1620 Edwardsville, IL 62026 Cougar Jobline Carrie Smolar 618-650-3708 618-650-3656</p>	0	<p>Outside Sales Commercial Copywriter</p>

University of Illinois Springfield UIS Career Services SAB, Room 50 1 University Plaza Springfield, IL 62703-5407 Doug Brackney 217-206-6508 (fax) 217-206-7544	0	Outside Sales News Anchor / Reporter Commercial Copywriter
Vincennes University 1200 N. 2 nd Steet Vincennes, IN 47591 Richard Coleman 812-888-4135 (FAX) 812-882-2237 Career & Employer Relations 812-888-4501	0	
Wabash Valley College (Eastern IL Community Colleges) 2200 College Drive Mt. Carmel, IL 62863 Kyle Peach 618-262-8641 (FAX) 618262-8641	0	
Western Illinois University Sherman Hall 116 1 University Circle Macomb, IL 61455 Martin Kral (FAX) 309-298-2838 309-298-1838	0	Commercial Copywriter
Station website(s)	4	Outside Sales News Anchor / Reporter Commercial Copywriter
On air ads broadcast on WSMI AM, WSMI-FM &/or WAOX	4	Outside Sales News Anchor / Reporter Commercial Copywriter

*Indicates sources that have requested notification of job openings.

Most of our recruitment sources are using websites to post job openings, as a result, we have less personal contact with the career development staffs at colleges and universities.

Appendix 3 to

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.Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WSMI, WSMI-FM, and WAOX.

Talley Broadcasting has established a small scholarship program at Lewis & Clark Community College.

During the term of this report our employment unit has provided staff training and mentoring to one of our staff members. General Manager, Brian Talley, & Program Director, Terry Todt, have provided training and mentoring to our news anchor / reporter who was recently promoted from our copywriter's position.

On Friday October 16, 2015 our Program Director, Terry Todt, spoke at the Nokomis High School College and Career Day about jobs in radio broadcasting.

On Friday April 22nd, 2016 our Program Director, Terry Todt, spoke to two sessions at the Pana school's Career Day about jobs in radio broadcasting. Terry's contact at the Pana Junior High School was Jody Johnson.